

An Analysis of Using Big Data to Optimize College Students' Patriotism Education

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Abstract: With the comprehensive development of China's economy and science and technology, the era of big data has arrived. Although the era of comprehensive development of big data has provided college students with more ways and methods to obtain information, making them have more choices, but under the guidance of more bad information, college students' socialist beliefs and national identity are extremely highly vulnerable to be impacted. Therefore, teachers need to use reasonable tools and methods to analyze and research the current patriotism education in the era of big data, use advanced teaching methods and technologies to promote the reform and innovation of ideological and political education, and make big data serve the teaching reform.

1. The Dilemma of Traditional Patriotism Education for College Students

1.1 Under the New Media Environment, the Traditional Patriotic Education Model of College Students Has Been Impacted

In the traditional patriotic education before the popularization of new media, students were often in a state of being educated and understood. Students cannot take the initiative in the traditional education model, and the cramming-type teaching model will inevitably make patriotic education fall into trouble and dogma. After the popularization of new media, students can choose from a variety of learning modes. Compared with traditional media, new media's information is more open and spreads faster. In the new media environment, students are slowly transforming from passive to active, and their extremely interactive features also allow students to unilaterally accept bad information hidden in many information while choosing to interact with information publishers. And false and harmful information [1]. The convenience and interaction of new media has gradually reduced the influence of traditional education.

In the information age, the new media era, and the big data era, students can receive information through a large number of channels, but the ability of students to discern information does not follow. The richness of information will to some extent impact students' values and outlook on life, and mainstream values will be impacted and affected by other cultures to varying degrees. In the process of popularizing patriotic education, it is also helping students Establish a correct outlook on life and values.

1.2 Although Patriotic Knowledge Can be Assessed, Student Behavior is Difficult to Quantify

The effectiveness of patriotism needs to be assessed from three stages, starting with intellectual learning, experiencing the resonance of thought and emotion, and finally implementing it in practice. In our traditional education model, the only thing that can be done is to investigate intellectual learning, but it is impossible to measure and evaluate the latter two. The patriotic education of college students tends to be knowledge-based education, and there is no effective and effective way to guide belief understanding and values, and the formation of daily behavior habits. Also lacking. Effective methods can be quantified. Measuring behavior, there is no effective way to translate what you have learned into action and guide practice.

At present, the "one thousand people and one method" of patriotism education for college

students is inconsistent with the characteristics of individual differences among college students, and it cannot achieve the effect of accepting and practicing. The idea of patriotism education in colleges and universities is truly accepted by students. Need to find the supporting points of psychology and sociology [2]. University patriotism education should essentially "teach students according to their aptitude" in order to minimize the resistance of college students and complete the process of college students going to society. However, based on the actual conditions, we still cannot determine the situation of students through targeted education. Five most of the time, only simple judgments and divisions can be made to make "teaching students according to their aptitude" a dream.

2. The Current Status of Patriotic Education in Contemporary Colleges and Universities and the Era of Big Data

2.1 Insufficient Knowledge in the era of Big Data, Lack of Big Data Thinking

Although big data has attracted great attention in various industries in recent years, most college ideological and political educators remain indifferent to this. There are only a few strong key universities that have applied big data thinking to patriotic education and management. Most other undergraduate colleges and vocational colleges do not have strong concepts in big data thinking. Take Jiangxi Province as an example. There is a total of 43 undergraduate colleges in Jiangxi Province. Most colleges have only implemented the digital campus construction of the campus card. The concept of big data campus and the establishment of a school big database, using big data to draw students' behavioral trajectory models, and predicting students' ideological status are few in colleges and universities. It can be said that most universities fail to keep up with the pace of the big data era in patriotic education [3].

2.2 Hardware Support is not in Place and Technical Support is Lagging

Big data is a cutting-edge technology for data analysis. It has four characteristics: massive, diverse, high-speed, and value, which can be summarized as 4V. The mining and application of big data must rely on the distributed processing of cloud computing, distributed database and other technologies to mine large amounts of data. On the other hand, the relationship between big data and cloud computing is inseparable. However, most colleges and universities in China have the influence of subject nature, geographical location, and funding sources. This year, the most basic network campus has been built without the technical support and hardware required for big data. In the era when big data means big opportunities, this directly restricts the progress of patriotic education in colleges and universities.

2.3 Ideological and Political Educators Have Low Data Literacy and Limited Ability to Use

With the advent of the era of big data, the ideological and political educators of most undergraduate colleges are not well educated in data, and their ability to use computer and Internet-related knowledge and technology is insufficient. At present, the discipline background of most ideological and political educators in colleges and universities belongs to the literature and history category, and scientific thinking and technology cannot be effectively used for practice. Ideological and political workers determine the effectiveness of colleges and universities in ideological and political education. Most people only use the Internet to obtain the online performance of college students' ideological behaviors. They carry out ideological education on the use of new media such as WeChat, Weibo, QQ, Space, and Post Bar. If they do not pay attention to and understand the basic working principles of big data, then There is no way to fully adapt to the education object, which greatly affects the effectiveness of patriotic educators.

2.4 Diversified Information Dissemination Affects Patriotic Education for College Students

In the era of big data and the environment of new media, more and more extreme speech can be easily extended to the horizons of college students through new media and other methods. Even

some western countries use the convenience of big data and new media to disseminate values and concepts to college students to achieve the purpose of cultural output. The values of college students are still in the formative stage, and they are extremely vulnerable to the influence of unstable opinions. An important ability is that they still do not have sufficient judgment ability to distort facts. Due to their experience and experience, college students are extremely vulnerable, and they have incorrect perceptions of national policies and development. China has reduced laws on big data and new media. Under the condition of incomplete and incomplete laws, the proliferation of various false and bad information will bring difficulties to patriotism education.

3. Effective Means to Strengthen Patriotism Education in the Era of Big Data

3.1 Improving the Ability of Ideological and Political Educators to Use Big Data Technologies

College ideological and political educators need to constantly change their minds and examine the important guiding role of big data in predicting students' behavior and ideology. The core value of big data lies in forecasting. This kind of tourism data relationship predicts the development of things the method is used in patriotism education, which can effectively help educators understand the state of students' ideological learning, and carry out teaching according to their aptitude. Therefore, educators should be proficient in the knowledge theory of new media and big data in order to more effectively deal with the challenges brought by the development of big data technology. Second, through big data technology to improve the media information supervision mechanism, with the effective use of big data platforms, educators can strengthen supervision from the source. The government's supervisory role and the construction of the rule of law, even if the supervision and processing of bad information, bring "cleanness" to the patriotic education of college students from the source [4].

3.2 Building a Comprehensive Multidisciplinary Team of Ideological and Political Educators

At present, although ideological and political educators in various universities have strong political consciousness and students' ability to work, they are still not very familiar with big data and new media technologies, or even basic computer operations. They cannot effectively and quickly use big data new media. Carry out patriotism education in the new era. Therefore, colleges and universities should pay special attention to absorbing technical talents with high ideological and political consciousness, and let them invest in the team building campus big data and new media platforms. By establishing a comprehensive and multidisciplinary team of ideological and political educators, strengthening the construction and application of big data campuses, and constantly improving the status of big data and new media technologies in patriotic education, the development of patriotic education systems in colleges and universities.

3.3 Actively Exploring New Educational Models and Joining the Class

In the era of big data, various applications of the Internet have upended the traditional education model. And it turns out that these new education models have got better teaching results. Note that ideological and political educators in colleges and universities should also actively explore and reform educational models, and look for new educational models that are integrated with the era of big data. The colleges and universities carry out "Morocco" classrooms for patriotic education, which not only integrates high-quality educational resources, but also allows the initiative of learning to be transferred from the teachers to the students, providing students with quality services to the greatest extent. In this way, an efficient teaching model that combines patriotic education with the era of big data has been formed [5].

Table 1 Efficient teaching mode integrating patriotic education and big data era.

Keeping up with the times and continuously improving the teaching level of big data				
Continuous improvement of big data platform construction	Using new media to create a big data media platform	Technology fusion and content fusion	Personalize differences and enrich education forms based on big data platforms	Institutional Construction System Keeping Pace with the Times

3.4 Constructing Patriotic Education Positions with New Media

By using big data means, ideological and political educators should fully and fully integrate patriotic education of college students into the new media environment and effectively adapt to the development of the times. When implementing patriotism, educators should keep up with the trend, grasp the international dynamics, thoroughly understand the needs of college students, integrate patriotism with new elements in new media, and give full play to the interaction of the new media environment and enhance Students' autonomous learning ability. And by establishing a patriotic education platform combined with the new media environment, strengthen the propaganda and education of patriotism education, improve classroom activity, and cultivate students' enthusiasm.

3.5 Creating a Big Data Campus Atmosphere

The big data culture atmosphere of the school has a great effect on students' thinking and learning biology. At present, colleges and universities should not only be limited to the construction of basic big data facilities on campus card, but also establish a "big data virtual campus" culture and new media virtual platform. The scope of big data virtual campus culture can drive college students to actively participate in and invest in patriotic education. For example, each school's organization can build a learning team through a new media virtual platform. Big data can predict and evaluate the patriotic education acceptance of students by capturing data from virtual district-level platforms, so that college students can interact and comprehensively communicate and learn. The correct outlook on life and values guide students to express their views on national and international affairs, so that campus information is accessible and accessible on the virtual big data campus platform, and ideological and political educators can also understand the students' feedback through data forms.

4. Conclusion

Entering the era of big data, patriotic education in colleges and universities must be updated and developed. How to carry out patriotic education effectively and quickly in the big data environment is the focus of our research. We must make full use of the characteristics of big data, predict the general education direction through the collection and analysis of student information, and go beyond the limitations of traditional patriotic education. By constructing a big data campus system, and through the analysis and mining of big data technology, we can quickly find innovative points that enhance the theory and methods of patriotic education for college students, and achieve a more comprehensive evaluation system for collecting and screening information. All in all, the use of big data platforms by ideological and political educators in colleges and universities can really continuously and effectively enhance the effectiveness of patriotism education, and will enable students to better understand the profound connotation and ideas of patriotism education.

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